

# manifesto

for human leadership

We believe in the creativity and motivation of human beings. We consider human leadership as pivotal in a highly networked and highly complex world. We understand the task of leadership as serving life and striving for conditions in which people, in their diversity, can contribute in the best possible way and in which they can develop themselves and work effectively together. These values are important to us:

**Unleashing human potential**  
over employing human resources.

**Diversity and dissent**  
over conformity and consensus.

**Purpose and trust**  
over command and control.

**Contributions to networks**  
over position in hierarchies.

**Growing leaders**  
over leading followers.

**Courageously exploring the new**  
over efficiently exploiting the old.

That is, while there is value in the items on the bottom, we value the items on the top more.

